

# Chula Vista Community Collaborative

## 2012-2013 Highlights

### Family Resource Centers helping families

#### Vision

A healthy community of Chula Vista residents

#### Mission

Enhancing community partnerships to develop and implement coordinated strategies and systems for future generations

*“She has made tremendous strides.... She is communicating with her parents, advocating for herself, and working on coping skills to utilize when depressed and anxious”*

A quote received from one of our schools embodies the dedication the CVCC has to help the families who face multiple obstacles in life and demonstrates how the Family Resource Centers strive to make a difference in the lives of the families of Chula Vista. The tremendous needs of Chula Vista continue to grow each day in numbers and complexity. The FRCs work closely with the Chula Vista Elementary School District and Sweetwater Union High School District to extend our reach and meet the needs of the community. Most families are referred to FRCs due to multiple reasons, but over 80% of referrals are referred for mental health reasons. The most common underlying issues that lead to mental health referrals include: Student Behavior, Divorce/Separation, Anger, Depression, and Anxiety/Stress. After mental health, referral trends reflect the need for health insurance, followed by need for food or clothing. Tracking school referrals helps the CVCC identify current issues and trends, and respond to gaps in services that our school communities truly need. The CVCC coordinates resources and services with its partners to strengthen and support families in concrete times of need.



#### The CVCC Closet:

This year the CVCC opened a community clothing closet in response to a growing need for clothing, shoes and uniforms. Families may come in and shop for free and obtain needed items for their family. The closet is located at Rayo de Esperanza FRC.

*“I have never had a student whom I referred to you come back to tell me they were not helped by the FRC. Thank you! “*

### Family Engagement is our Business

Last year, the CVCC received a grant from the Chula Vista Charitable Foundation to centralize referrals from 60 schools to one Family Engagement Promotora. Through a peer approach model, the Promotora is able to successfully engage families in FRC services utilizing a variety of best practices in the field, such as building a rapport with the family and identifying barriers and problem solving together. The success rate of engaging referred families in services went from 72% to 86%!

**How we help.....** A family was in desperate need of help and food. Family was not aware they were eligible for CalFresh, with FRC assistance, the case was approved the same day! The family was surprised and so thankful! This story demonstrates how the FRC's help families navigate complex systems to ensure they get the services they are entitled to.



#### Customer Service

99% of clients report that FRC services are offered in a convenient location

91% learned about services available for their families

87% feel that FRCs provided them with valuable support

### Family Resource Centers

#### Beacon FRC

At Vista Square Elementary  
540 G Street  
Chula Vista, CA 91910  
(619) 422-9208

#### New Directions FRC

At Rice Elementary  
915 Fourth Ave.  
Chula Vista, CA 91911  
(619) 691-5301

#### Fair Winds FRC

At Loma Verde Elementary  
1450 Loma Lane  
Chula Vista, CA 91911  
(619) 420-0468

#### Rayo de Esperanza FRC

At Otay Elementary  
1671 Albany Ave  
Chula Vista, CA 91911  
(619) 425-4458

#### Open Door FRC

At Palomar High School  
480 Palomar Street  
Chula Vista, CA 91911  
(619) 407-4840

#### Administration

**Margarita Holguin, Director**  
511 G Street  
Chula Vista, CA 91910  
(619) 498-8044

### Families Assisted by FRCs

Through the network of five school based FRC's,

- ⇒ Over 3,000 families were assisted
- ⇒ CVESD referred 408 families for services
- ⇒ SUHSD referred 463 families for services
- ⇒ Over 90 % of families assisted are low/very low income
- ⇒ Over 350 assisted with CalFresh applications
- ⇒ Over 400 children and youth provided with holiday gifts
- ⇒ Provided hundreds of food boxes to families and over \$7000 in food gift cards.

### FRC Services Include:

- Service Navigation
- Family advocacy
- Parenting classes/support groups
- Health insurance enrollment assistance
- Employment resources
- Emergency food and clothing
- Referrals for counseling
- Pregnant/parenting teen support
- SDG&E CARE Program assistance
- CalFresh application assistance
- Adult education classes
- Paperwork assistance (simple)
- Safety/health information
- Linkages to other resources/services

**Collaborative Strategies**—As part of our strategic plan, CVCC helps to facilitate issue focused groups to address community needs. The **South Bay Homeless Advocacy Coalition** hosted its first ever “Chula Vista Connect,” an event that helped over 80 homeless individuals connect to needed services. Homeless individuals and families were provided with a multitude of services including, vaccines, health care, resources, new clothing, showers, food, hair cuts, and much more—they even took a bag of goodies that included a blanket, toiletries, and even a sweatshirt!

As part of our work with the **South Bay Teen Pregnancy Prevention Coalition**, CVCC assisted to coordinate “Let’s Talk” events at local middle schools to provide parents with tools to better communicate with their youth. Also hosted “U chuze” events at high schools to share resources and tools with youth to promote positive choices.

### Promotoras Active for Community—PAC

The Promotora program continued to advance toward our goal of a healthy Chula Vista. Last summer, Promotoras hosted community walks and invited residents to join. In June, Promotoras hosted a “Community Fun Day” and invited families to a dance-a-thon and free community lunch. Our newly launched **Teen Promotores for Community (TPAC)** youth, read to children and gave away books as part of National Literacy Day. PAC hosted a fund raising parking lot sale and supported the South Bay Homeless Connect event by purchasing new clothing for the homeless. As part of our Community education projects, Promotoras have been busy educating community members about the importance of preventing childhood poisoning and breast cancer for women



*“The people working here are angels that guide us in our life when we are lost”*

### 2012 Holiday Shop/Santa Shop

The **4th Annual Holiday Shop** was held last December. This event helps low income families identified by FRC staff and local schools. Parents are invited to come to the shop and select a new toy/gift for each of their children and receive a holiday food bag. Volunteers were on hand to assist with gift wrapping. Over 200 families were assisted, consisting of 216 children from elementary schools (CVESD) and 208 middle/high schools (SUHSD). Santa Shop was sponsored by Chula Vista Cares, SUHSD, San Diego Subies, San Diego Family Magazine, and other partners.



*“My family received \$100 gift card and a bag full of grocery items. We would like to extend our gratitude for this wonderful gift to our family during these difficult times. We were truly touched with the kindness we didn't expect”*

### Collaboration of the Year Award

CVCC received the collaboration award from the San Diego Hunger Coalition and the CalFresh Taskforce for our efforts to ending hunger in San Diego County!



### CVCC is celebrating 20 years!

CVCC is proud to be celebrating 20 years of service to Chula Vista and South Bay families. Very few sites have been able to sustain Family Resource Centers since funding from Healthy Start grants ended. As a commendation of our anniversary, Supervisor Cox proclaimed April 20, 2013 as Chula Vista Community Collaborative Day. We celebrated this tremendous milestone with “A Year of Celebration” including a review of our history and sharing our stories, as well as Open Houses at each FRC, a community summer celebration in June, and a Partner’s BBQ in July! The Celebration continues.... **HAPPY BIRTHDAY CVCC!!**

### Partnerships

CVCC continued to develop new and enhanced partnerships. We are working closer with Family Health Centers through their new clinic at Rice Elementary. A new partnership with the Sunrise Rotary Club is helping us meet the needs of our clients as well as the donations received from the Chula Vista Welfare Council, the Chula Vista and Sweetwater Women’s Clubs and Delta Phi.



### Day of the Child Community Fair 2013

The 13th Annual Day of the Child Fair was celebrated on Saturday, April 20, 2013. The fair hosted over 105 booths, and over 80 organizations offering free resources and services to approximately **4,000** fair participants. Many of the booths offered free on site health screenings, including dental screenings, blood pressure, diabetes, and many more. Immunizations were also given at the fair’s mobile medical unit. Each booth had an interactive activity to engage children while their parents learned about the booths program and resources. Event was possible through wonderful sponsorships and community partnerships. Thank you!

